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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

B/C P/D

In re application of:

Applicant : Thomas J. Perkowski
Serial No. : 09/483,105
Filing : January 14, 2000
Title of Invention : INTERNET-BASED METHOD OF AND SYSTEM FOR
MANAGING AND SERVING CONSUMER PRODUCT
ADVERTISEMENTS TO CONSUMERS IN RETAIL STORES
Examiner : Matthew Gart
Group Art Unit : 3625
Attorney Docket : 100-033USA000

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Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION MAILED SEPTEMBER 16, 2002

Sir:

In response to the Office Action mailed in the present Application on September 16, 2002, Applicant submits the following amendments to the same:

AMENDMENT TO THE CLAIMS:

Please cancel claims 5-12 and 39-43 without prejudice or disclaimer, and amend claims 13-38 (formerly misnumbered as claims 12-37) as follows:

[12]13. An Internet-based information system, comprising:

an IP-based network installed in a retail shopping environment and connected to the infrastructure of the Internet by way of an IP-based router; and

a plurality of publisher-operated client subsystems connected to said IP-based network, for the purpose of enabling different departments within the publishing organization (e.g. advertising, world news, business, technology, sports, finance, education, arts and leisure, etc.) to manage different types of UPN/URL links based on the type of information contained within the URL-specified information resource on the WWW.

[13]14. The Internet-based information system of claim [12]13, wherein each said publisher-operated client subsystem has a publishing software program having a composition/editing mode